

## Claims

1. An improved process for bonding difficult-to-bond substrates comprising bonding a first substrate to a second substrate with a hot melt adhesive composition, said composition comprising an ethylene n-butyl acrylate copolymer and a modified terpene tackifier.
2. The process of claim 1 wherein the modified terpene is a terpene phenolic.
3. The process of claim 1 further comprising a wax.
4. The process of claim 1 wherein the difficult-to-bond substrate is a UV varnish treated substrate or an acrylic varnish treated substrate.
5. The process of claim 4 wherein the substrate to be bonded is made of paper or paperboard.
6. The process of claim 1 wherein the substrate to be bonded is a grease resistance treated substrate.
7. The process of claim 6 wherein the substrate to be bonded is a fluorochemical treated substrate.
8. The process of claim 7 wherein the substrate is made of paper or paperboard.
9. A method of making and/or forming a container at least one surface of which has been treated with an agent that lowers the surface energy of the substrate to be bonded, said method comprising bonding a first substrate of said container to a second substrate of the container with

a hot melt adhesive composition, said composition comprising an ethylene n-butyl acrylate copolymer and a modified terpene tackifier.

10. The method of claim 9 wherein the adhesive further comprises a wax.
11. The method of claim 9 wherein the surface to be bonded is a UV varnish treated surface or an acrylic varnish treated surface.
12. The method of claim 9 wherein the surface to be bonded is a grease resistance treated substrate.
13. The method of claim 9 wherein the container is a case, a carton, a tray or a bag.
14. A container prepared with the method of claim 9.
15. The container of claim 14 wherein the adhesive further comprises a wax.
16. The container of claim 14 wherein the surface to be bonded is a UV varnished treated surface or an acrylic varnish treated surface.
17. The container of claim 14 wherein the surface to be bonded is a grease resistance treated substrate.
18. The container of claim 14 wherein the container is a case, a carton, a tray or a bag.
19. A packaged article contained in the container of claim 14.

20. The container of claim 19 wherein the surface to be bonded is a UV varnish treated surface or an acrylic varnish treated surface or a grease resistance treated substrate.